REMARKS

STATUS OF THE CLAIMS

Claims 1-25 are pending in the application.

Claim 1-25 is rejected under 35 USC 112, first paragraph, for failing to comply with the written description requirement.

Claim 1-25 is rejected under 35 USC 112, second paragraph, for indefiniteness.

Claims 1-25 are rejected under 35 U.S.C. 102(e) as being anticipated by Handel et al. (U.S. Patent No. 6,195,651).

According to the foregoing, the claims are amended, new claim 26 is added, and, thus claims 1-26 remain pending for reconsideration, which is respectfully requested.

No new matter has been added. The rejections are hereby traversed.

An interview was conducted with the Examiner on September 19, 2007.

35 USC 112, FIRST PARAGRAPH, AND 2ND PARAGRAPH REJECTIONS

The language of independent claims 1, 2, 22, 23 and 25, using claim 1 as an example, provides "storing, in an additional information database, storing additional information for individual product information of a product information database and additional information storing user profile related information display parameters set by an information provider to display and used as a display parameter for selecting the additional information for the user, in association with individual product information of a product information database ..."

The Application page 14, lines 21-25 and FIG. 4 expressly provide:

> The additional information database 102 stores **additional information** corresponding to user profile information; for example, it may be configured to comprise display information that will vary depending upon such factors as user sex, age, occupation and the like.

Here, "additional information" refers to information selected and added to basic information of an individual product (for example, information selected and added to information of Product A). For example, the phrase "Recommended" (FIG. 8) can be information selected and added to the individual product information. Further, according to an aspect of an

9

embodiment, in this case the "additional information" (e.g., "Recommended") corresponds to obtained user profile information, because the phrase "Recommended" is displayed, if the individual product information's, e.g., Product A's, user-profile-related display parameters match an obtained user profile.

The present application FIG. 4 and page 18, line 7-10, provides:

> ... when the profile information of a user wishing to look up the information for a certain product matches that product's recommendation parameters, "recommended" is displayed.

In this case in FIG. 4, the recommendation parameters for product A refers to the claim language "user profile related information set by an information provider" stored in the additional information database, such as {Age 10-19, Occupation Student and Sex Female}, which function as display parameters when an obtained user profile matches these user-profile-related information in the additional information database. If the obtained user profile matches the user-profile-related information of {Age, Occupation and Sex} in the additional information database, the word "Recommended," which corresponds to an obtained user profile is added to the basic information of the product. See FIG. 4 of the present Application.

The present application page 18, lines 11+ provides:

> For product A, product B, and product C, recommendation parameter 1, recommendation parameter 2, and recommendation parameter 3 respectively have been set beforehand, and when the profile information of a user wishing to look up the information for a certain product matches that product's recommendation parameters, "recommended" is displayed. For example, when the profile information of a user standing in front of product A matches the parameters of age: 10 to 19, occupation: student, and sex: female, signals are sent from product information management server 100 giving instructions to display "recommended." By so doing, the product information display unit 300a placed near product A displays the word "recommended" with its additional information display unit 302a. Similarly, for product B, when a user's profile information matches the parameters of sex: female, occupation: office worker, "recommended" is displayed, and for product C, when a user's profile matches the parameters of age: 20 to 29, occupation: sales, and sex: female, "recommended" is displayed. Here, age, sex and occupation are the parameters for determining whether to display "recommended," and the profile information stored in the profile information storage unit 201 of the user terminal 200 may be configured to correspond thereto, as in the table shown in FIG. 5.

By employing such a configuration, additional information that corresponds to profile information of an individual user can be displayed, facilitating a user's selection of a product. Moreover, additional information can be effectively provided to a user without the assistance of a sales clerk.

The claimed phrase "~~storing,~~ in an additional information database, ... ***storing user profile related information_ display-parameters set by an information provider to displayand used as a display parameter for selecting the additional information*** ..." is user profile information set by an information provider in the additional information database, which is "used as a display parameter for selecting the additional information," thus the user profile information set by the information provide functions as a display parameter as described in page 18, line 7 to page 19, line 15 of the present application.

The language of the claims comply with 35 USC 112, first and second paragraphs, by providing a written description of the invention and particularly pointing out and distinctly claiming the invention, based upon the specification page 18, line 7 to page 19, line 15, and FIG. 4. Further, FIG. 4 illustrates that the display parameters are user profile related and set by an information provider, because FIG. 4 provides display parameters of {Age 10-19, Occupation Student and Sex Female} and are stored in the additional information database 102 as described in page 14, lines 1-10. In other words, the "additional information" is for "individual product information of a product information database" such as additional information for Products A, B and C in FIG. 4, and "user profile related information display parameters set by an information provider to display[is] used as a display parameter for selecting the additional information." For example, the store determines whether Product A is for users between Ages 10-19 and selects "Recommended" as additional information added to a recommended product.

Regarding claim 25, if the additional information is set by a store, then it is also modifiable by the store. For example, the present Application page 26, lines 9-18 and FIG. 4 provide a written description by describing "The manager of an online shopping site, by referring to the profile information of a user that has actually made a purchase and ***modifying the additional information database 102, can, without updating the product information database 101, update valuable information, such as recommendation information, that will assist a user in selecting products to purchase.***"

In view of the claim amendments and remarks, withdrawal of the 35 USC 112, 1st and 2nd paragraph rejections of pending claims is respectfully requested.

11

35 USC 102 REJECTION

The independent claims are 1, 2, 22, 23 and 25. An interview was conducted with the Examiner on September 19, 2007.

The Office Action Response to Arguments asserts database 1080 stores all product related information, such as features and pricing, and database 1091 keeps track of all user records for interrelating the products and product information with user profile and history. However, Handel merely discusses the possibility of filtering content based upon a user profile. For example, Handel updates a menu of a web according to a user status, but the claimed embodiments are not directed to changing a product menu to be displayed according to user profile information. According to the claimed embodiments, the product menu to be displayed stays the same, but, for example, a recommended product for each user is displayed with an additional message of "recommended" to each user (Fig. 8).

In contrast to Handel, the claimed embodiment provides "in an additional information database, storing additional information for individual product information of a product information database and additional information storing user profile related information display parameters set by an information provider to displayand used as a display parameter for selecting the additional information for the user, in association with individual product information of a product information database." In other words, an example of the claimed additional information database (e.g., 102) is shown in FIG. 4, and the claimed additional information database includes both of:

(1) "additional information for individual product information of a product information database," for example, the message "recommended" as additional information, and

(2) user profile related information display parameters set by an information provider to displayand used as a display parameter for selecting the additional information."

Further, in contrast to Handel, the claimed embodiment provides "*selecting, from the additional information database, the additional information* ...based upon *comparing the acquired user profile information with the stored additional information user profile related display parametersinformation used as the display parameter set by the information provider in the additional information database*." There is no evidence that any of Handel's supplier profile database 1050, content database 1040, intention database 1030, product information database 1080, and product order database 1090, in combination with

12

Handel's customer information database 1091 and customer profile database 1060, either expressly or inherently (necessarily) disclose the claimed "*an additional information database ... storing user profile related information display parameters set by an information provider to displayand used as a display parameter for selecting the additional information*" and "*selecting, from the additional information database, the additional information* ...based upon *comparing the acquired user profile information with the stored additional information user profile related display parametersinformation used as the display parameter set by the information provider in the additional information database*," because Handel's customer profile database 1060 and customer information database 1091 are information provided by the customer or obtained from the customer, which differs from including in an additional information database for a product "user profile related information display parameters set by an information provider to displayand used as a display parameter for selecting the additional information," and "*comparing the acquired user profile information with the stored additional information user profile related display parametersinformation used as the display parameter set by the information provider in the additional information database*."

The claim amendments clarify the language of the claims and do not alter the scope of the claimed invention. For example, both the amended claims and the previously pending claims provided comparing acquired user profile information with user profile related information stored in the additional information database for identifying a match. It is respectfully requested, a next office action, if any, not be final.

In view of the remarks and claim amendment, withdrawal of the rejection of pending claims and allowance of pending claims is respectfully requested.

NEW CLAIM 26

New dependent claim 26 is supported, for example, by the specification page 40, line 20 to page 41, line 6 and FIGS. 16 and 18.

> 26. (NEW) The method of claim 1, wherein the additional information is selected and presented to the user during the presenting of the individual product basic information, upon moving a cursor over the presentation of the individual product basic information and a match between the acquired user profile information and the user profile related information used as the display parameter set by the information provider in the additional information database.

13

Handel's databases fail to disclose expressly or inherently the claimed "the additional information is selected ... based upon a match between the acquired user profile information and the user profile related information used as the display parameter set by the information provider in the additional information database." Allowance of dependent claim 26 is respectfully requested.

Dependent claims recite patentably distinguishing features of their own or are at least patentably distinguishing over Handel due to their dependencies from the independent claims.

CONCLUSION

In view of the foregoing remarks, withdrawal of the rejection of pending claims and allowance of pending claims is respectfully requested.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

Respectfully submitted,
STAAS & HALSEY LLP

Date: October 1, 2007

By: / Mehdi D. Sheikerz /
Mehdi D. Sheikerz
Registration No. 41,307

1201 New York Avenue, NW, 7th Floor
Washington, D.C. 20005
Telephone: (202) 434-1500
Facsimile: (202) 434-1501